

## SUMMARY

**The topic** of the given paper is "Peculiarities of employing PR technologies in hotel and catering business (the case of promotion of the hotel and catering complex "Grand Hotel")"

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**The objective** of the paper is to research the peculiarities of employing PR-technologies in the sphere of hotel and catering business and also to give scientifically proven recommendations for improving practices of catering business enterprises.

To meet the objective it is necessary to complete the following tasks:

- to review the hotel industry as an integral part of the international tourist industry;
- to analyze the main advertising and PR technologies in the sphere of hotel promotion;
- to review a complex of advertising and PR technologies as a tool of promotion of Vesna-1, Ltd.;
- to define the possibilities of employing PR technologies in promoting the hotel and catering complex Vesna-1, Ltd. on the Internet.

**Relevance of the topic for research.** Hotel and catering business is one of the spheres of Russian economy which demonstrated market relations from the very beginning of reform introduction. Today this sphere represents the rapidly growing and highly beneficial segment of the service market in Russia which is attractive for investments and interesting for entrepreneurs. However, it should be noted that in the post-crisis period the situation changed quite dramatically: there emerged competition on the market of hotel and catering service and the customer became more difficult to please. All of these factors made management teams of the enterprises face a range of new tasks. They include the necessity to enhance productivity and to, strengthen competitive position which is usually connected with embedding modern management and marketing achievements and also PR

technologies as the key element in promotion into business practices.

**Theoretical and practical relevance of the paper** lies in the fact that the results may be used as the theoretical base for further research of peculiarities of employing PR technologies in hotel and catering business as the fast growing business sector in Russia. Specific conclusions and practical recommendations may be of help in developing PR campaigns in the sphere of catering business. The results of the research can be used in teaching such courses as "Theory and practice of public relations", "Marketing".

**The significance** of this work projects is enormous, but only if not perfunctory, if they generate value for the society, through creative and professional approach.

**The paper** consists of introduction, two chapters which include four paragraphs, conclusion, reference list, appendix. The total amount of pages is 79.